

pg 28a

Finance - PSA

Descriptions

:60

The U.S. Savings Bonds campaign features ordinary citizens that have invested in bonds as part of their savings strategy. During the period of April 1 - June 30, 1991 this PSA ran daily at 12:57pm, 2:55pm, 4:55pm, 5:57pm, 8:48pm, 10:55pm.

pg 29

Consumerism - In Your Interest
Duration/Dates/Times

Descriptions

June 11, 1991, 11:17am,
12:17pm, 1:17pm

June 12, 1991, 11:17am,
12:17am

June 17, 1991, 3:17am,
4:17am

June 25, 1991, 8:17am,
9:17am, 1:17pm, 2:17pm,
3:17pm

June 28, 1991, 5:17am, 6:17am

In this continuing series "Law Talk with Attorney Richard Banks", he discusses consumer aspects of the law as it relates to auto claims and insurance workers compensation, landlord and tenant responsibilities, and probate.

pg 29a

Consumerism - PSA

Descriptions

:30

This series of announcements sponsored by the U.S. consumer information center explains how various free information is available pertaining to free government services. During the period of April 1 - June 30, 1991 this PSA ran daily at 8:55am, 11:48am, 3:55pm, 6:48pm, 8:55pm, 9:48pm, 11:55pm.

pg 30

Safety - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
June 19, 1991, 2:17pm,
3:17pm, 4:17pm
June 21, 1991, 9:17pm,
10:17pm, 11:17pm
June 22, 1991, 5:17pm,
6:17pm, 7:17pm
June 24, 1991, 10:17am,
11:17am, 12:17pm

In this three part series, Officer Keith Williams, defensive tactics instructor for the St. Louis Police Department discusses summer safety tips for vacationers. He also demonstrates some personal safety tactics can be used when accosted by an attacker.

pg 30a

Safety - PSA

Descriptions

:30

The United States Forest Service campaign reminds public park users to extinguish camp fires. This PSA ran April 1 - June 30, 1991 at 10:57am, 12:55pm, 1:57pm, 3:48pm, 5:48pm, 6:55pm.

:30

The Department of Transportation use the "Crash Dummies" to demonstrate seat belt safety. This PSA ran April 1 - June 30, 1991 at 8:55am, 10:57am, 12:55pm, 1:57pm, 3:48pm, 5:48pm, 6:55pm.

:60

This campaign sponsored by the U.S. Coast Guard emphasizes boat safety on large and small crafts. This PSA ran daily during April 1 - June 30, 1991 at 12:55am, 4:57am, 6:48am, 9:55am, 11:48am, 6:55pm, 8:57pm.

pg 31

Quality of Life - Rev. Ike
Duration/Dates/Times

Descriptions

28:30
8:00am - 8:30am
June 2, 1991
June 9, 1991

Rev. Ike is the inspirational voice of success in life. Each week, Rev. Ike describes the formula of life's riches and rewards that everyone should receive. Rev. Ike is a unique ministry with its mix of practical vision for your life and work along with the beauty of gospel music. This program series is one of the longest running miniseries in television.

Fatima - The Moment Has Come
Duration/Dates/Times

Descriptions

28:30
7:30am - 8:00am
April 7, 14, 21, 28, 1991
May 5, 12, 19, 26, 1991
June 2, 9, 16, 23, 30, 1991

Father Nicholas Grunner hosts Fatima: The Moment Has Come. Each week Father Grunner discusses with a variety of special guest, current events and interprets those happenings via the vision from Our Lady of Fatima.

pg 32

Divine Plan

Duration/Dates/Times

28:40

7:00 am - 7:30am

April 7, 14, 21, 28, 1991

May 5, 12, 19, 26, 1991

June 2, 9, 16, 23, 30, 1991

Descriptions

Divine Plan sponsored by the Fort Wayne Bible Students is a weekly bible study program that seeks to unlock the mysteries of God's word. Musical selections are mixed in the show to provide spiritual uplift.

ISSUES - PROGRAM QUARTERLY REPORT
WHSL - TV 46
EAST ST. LOUIS, ILLINOIS
OCTOBER 01, 1991

The issues of concerns significantly treated during the period July 1, 1991 through September 30, 1991 were:

- | | |
|-------------------------|---------------------|
| 1. Health | 12. Safety |
| 2. Education | 13. Substance Abuse |
| 3. Employment | 14. Area Growth |
| 4. Government | 15. Animal Care |
| 5. Youth Concerns | 16. Family |
| 6. Economic Development | 17. Housing |
| 7. Crime | 18. Women |
| 8. Handicapped | 19. Finance |
| 9. Minority Concerns | 20. Environment |
| 10. Community Affairs | 21. Consumerism |
| 11. Safety | 22. Quality of Life |

"In Your Interest" is the umbrella title given to the daily news and public affairs programming designed to identify, explore and provide solutions and/or alternatives to significant issues of concern in the WHSL - TV viewing area via interviews with lay and expert guests.

pg 2

Health - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
Part 4 4:30
July 23, 1991, 6:17pm, 7:17pm,
8:17pm, 9:17pm
July 26, 1991, 2:17pm, 3:17pm,
4:17pm, 5:17pm
July 31, 1991, 4:17pm, 5:17pm,
6:17pm, 7:17pm
August 1, 1991, 8:17pm, 9:17pm,
10:17pm, 11:17pm

In this four part series,
Rochelle Patterson, staff
member at St. Louis Effort for
Aids was the featured guest.
She discussed the goals of the
organization which are to
educate the public about the
disease and working with
victims of the disease. She
profiled the programs
available, and the race and
agenda of people participating

pg 3

Health - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
Part 4 4:30
Part 5 4:30
July 13, 1991, 8:17am, 9:17am,
10:17am, 11:17am, 12:17am
July 15, 1991, 12:17am, 1:17am,
~~2:17am, 3:17am, 4:17am~~

In this five part series,
Hearing Loss specialist, Dr.
Bruce McCloskey, was the
featured guest. Dr. McCloskey
provided a variety of
information of hearing loss.
The basic information provided
highlighted the cause of
hearing loss and the ear exams

pg 4

Health - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30

Part 2 4:30

In this three part series,
Jerome Thomas and Mark

pg 5

Health - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
August 30, 1991, 2:17pm,
3:17pm, 4:17pm
August 31, 191, 1:17pm,
2:17pm, 3:17pm
September 1, 1991, 6:17pm,
7:17pm, 8:17pm
September 2, 1991, 8:17am,
9:17am, 10:17am
September 3, 1991, 9:17am,
10:17am, 11:17am
September 4, 1991, 10:17am,
11:17am, 12:17pm

In this three part series, volunteer Craig Thomas of Food Outreach was the guest. This agency provided meals and general support to victims of the aids disease. The agency is opened daily to give support for the victims throughout the metro area. Food Outreach provides education on aids as well. The agency needs additional financial support and volunteers to increase the

Health - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
Part 4 4:30
July 21, 1991, 10:17am,
11:17am, 12:17pm, 1:17pm
July 23, 1991, 10:17am,
11:17am, 12:17pm, 1:17pm
July 27, 1991, 8:17pm,
9:17pm, 10:17pm, 11:17pm
July 30, 1991, 1:17pm,
2:17pm, 3:17pm, 4:17pm
August 2, 1991, 9:17am,
10:17am, 11:17am, 12:17pm
August 5, 1991, 1:17am,
2:17am, 3:17am, 4:17am
August 6, 1991, 10:17am,
11:17am, 12:17am, 1:17pm
August 10, 1991, 12:17am,
1:17am, 2:17am, 3:17am
August 14, 1991, 8:17pm,
9:17pm, 10:17pm, 11:17pm
August 19, 1991, 3:17am,
4:17am, 5:17am, 6:17am

In a four part series, Clarene Royston, a member of Women of Color was the featured guest. Reproductive health choices, a controversial complex issue was the focus of the program. Mrs. Royston talked about the Missouri Religious Coalition for Abortion Rights and comprises its coalition. She also, responded to questions about women being involved in the reproductive choice movement. Mrs. Royston stated her interpretation that Jesus Christ never stated that a women choice of abortion was wrong. The Women of Color will focus on educating women on reproductive choices and other health issues.

Part 1 4:30
Part 2 4:30
Part 3 4:30
August 10, 1991, 4:17pm,
5:17pm, 6:17pm
August 12, 1991, 12:17am,
1:17am, 2:17am
August 13, 1991, 9:17pm,
10:17pm, 11:17pm
August 14, 1991, 5:17pm
6:17pm, 7:17pm
August 15, 1991, 8:17pm,
9:17pm, 10:17pm
August 16, 1991, 6:17am,
7:17am, 8:17am
August 17, 1991, 11:17am,
12:17pm, 1:17pm
August 19, 1991, 12:17am,
1:17am, 2:17am
August 20, 1991, 9:17am,
10:17am, 11:17am

In this three part series, Bill Kotthamp, Manager of Vector Control Services for St. Louis county department of community health and medical care, was the guest. Bill discussed some of the methods of fighting and controlling rodents. He told us how we can identify a problem, where rodents tend to make their homes in residential homes and their lifespans. Specifically rats, mice and roaches were the focused. The guest also shared ways of fighting mosquitoes, spiders and insects that carry diseases.

pg 7

Health - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
September 4, 1991, 2:17am,
3:17am
September 6, 1991, 10:17pm,
11:17pm
September 7, 1991, 6:17am,
7:17am
September 9, 1991, 2:17pm,
3:17pm
September 11, 1991, 7:17am,
8:17am
September 12, 1991, 8:17am,
9:17am
September 13, 1991, 6:17pm,
7:17pm
September 14, 1991, 2:17pm,
3:17pm
September 15, 1991, 7:17pm,
8:17pm

Barbara Frye, Director of the PAKT Nursing Center was the featured guest. The Nursing center is financially supported by private contributors and charitable organizations. In this two part series, the guest profiled the medical services available to patients with nearly no income or many with no insurance. The services include emergency care, some acute care services and care for non life threatening injuries such as stitches, treatment of broken bones.

—

—

Inequality

pg 7b

Health - PSA

:30

Descriptions

Childhood Asthma

The Will Rogers Institute campaign help parents of children with asthma learn lifestyle management techniques. During the period of July 1, 1991 - September 1, 1991 this PSA ran daily at 2:55am, 4:57am, 5:48am, 10:55am, 1:57pm, 2:55pm, 6:57pm.

:30

Colon Cancer

The Will Rogers Institute campaign uses Steve Allen as spokesman. He relates his experience with colon cancer and how his life was saved with early detection. During the period July 1, 1991 - September 1, 1991, this PSA ran daily at 5:55am, 10:56am, 12:55pm, 1:57pm, 7:55pm, 9:57pm, 11:57pm.

Education - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
July 22, 1991, 9:17am,
10:17am
July 25, 1991, 8:17am,
9:17am
July 28, 1991, 10:17am,
11:17am
July 31, 1991, 1:17pm,
2:17pm
August 3, 1991, 11:17am
12:17pm
August 7, 1991, 4:17pm,
5:17pm
August 9, 1991, 2:17am,
3:17am

In this two part series, Ted Jordan and Brian Epps, staff members at WXIO, the imagination station, were the featured guests. The guests talked about how the station started and how it came to be based in St. Louis. They provided detail about the kids programming, who the typical listener is, and the education given to kids who listen. The guests also discussed what is suitable for kids to listen to, and future plans to expand the children's programming.

Part 1 4:30
Part 2 4:30
Part 3 4:30
August 17, 1991, 11:17am
12:17pm, 1:17pm
August 21, 4:17am,
5:17am, 6:17am
August 24, 1991, 4:17am,
5:17am, 6:17am
September 3, 1991, 8:17pm,
9:17pm, 10:17pm
September 5, 1991, 5:17pm,
6:17pm, 7:17pm
September 7, 1991, 6:17am,
7:17am, 8:17am
September 8, 1991, 9:17pm,
10:17pm, 11:17pm
September 9, 1991, 11:17am,
12:17pm, 1:17pm
September 12, 1991, 6:17pm,
7:17pm, 8:17pm

In this three part series, St. Louis Science Center gallery development director Dwight Downs was the featured guest. Mr. Downs talked about the individuals and organizations that were instrumental in the merging in 1985 of the McDonald planetarium and the museum of natural history. He also conversed about the expansion of the Science Center and the benefits the St. Louis community will receive from the expansion. It will be one of the biggest tourist attractions in St. Louis. Mr. Downs also described the exhibits in the new facilities.

Education - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
Part 4 4:30
July 9, 1991, 7:17am,
8:17am, 9:17am, 10:17am
July 12, 1991, 2:17pm,
3:17pm, 4:17pm, 5:17pm
July 17, 1991, 7:17am,
8:17am, 9:17am, 10:17am
July 21, 1991, 12:17am,
1:17am, 2:17am, 3:17am
July 24, 1991, 12:17am,
1:17am, 2:17am, 3:17am
July 27, 1991, 5:17am,
6:17am, 7:17am, 8:17am
July 30, 1991, 12:17am,
1:17am, 2:17am, 3:17am
August 2, 1991, 8:17pm,
9:17pm, 10:17pm, 11:17pm
August 5, 1991, 1:17pm,
2:17pm, 3:17pm, 4:17pm

In this four part series, Ann Kornliet and Beverly Rhear, instructors from the Learning Disabilities Associations, were the guests. The discussion profiled the important issues regarding learning disabilities. Some of the key points during the discussion were how you can identify someone with a learning disability and specific characteristics associated with the condition. The discussion also focused on children with learning disabilities and solutions to assist children in attaining an education. The guests described the various programs available at their association to help clients and families.

Part 1 4:30
Part 2 4:30
Part 3 4:30
August 30, 1991, 11:17am,
12:17pm, 1:17pm
August 31, 1991, 5:17pm,
6:17pm, 7:17pm
September 1, 1991, 5:17am,
6:17am, 7:17am
September 5, 1991, 7:17pm,
8:17pm, 9:17pm
September 6, 1991, 12:17am,
1:17am, 2:17am
September 8, 1991, 5:17pm,
6:17pm, 7:17pm
September 10, 1991, 6:17am,
7:17am, 8:17am
September 15, 1991, 3:17am,
4:17am, 5:17am

In this three part series St. Louis School Board President Earl Nance, Jr. was the guest. Mr. Nance provided information about the tremendous amount of community support the candidates 4 kids group received to win the school board campaign in the spring of 1991. Corporations and community groups worked hard in the school board team. Mr. Nance promises as President, fairness and reasonable generating of services throughout the public school system. He will be outfront and contributing on all operations of the system.

Education - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
August 30, 1991, 5:17pm
August 31, 1991 4:17pm
September 1, 1991, 1:17pm
September 2, 1991, 11:17am
September 7, 1991, 4:17pm
September 13, 1991, 12:17am
September 14, 1991, 9:17pm

In this one part series, Street Historian Bill Maghan, was the featured guest. The guest had a long career with the local U.S. Postal Services. He also read and researched frequently how streets in the city limits was named. The guest provided information about people and events and the reason many streets in the city were named what they are.

Part 1 4:30
Part 2 4:30
Part 3 4:30
Part 4 4:30
September 2, 1991, 4:17pm,
5:17pm, 6:17pm
September 3, 1991, 6:17am,
7:17am, 8:17am
September 5, 1991, 4:17pm,
5:17pm, 6:17pm
September 7, 1991, 8:17pm,
9:17pm, 10:17pm
September 9, 1991, 12:17am,
1:17am, 2:17am
September 10, 1991, 5:17pm,
6:17pm, 7:17pm
September 14, 1991, 2:17am,

This four part series was focused on St. Louis Public Library our guest was David Wandel, Director of Marketing and Development for the St. Louis Public Library. The main library in downtown St. Louis is working to become a bigger attraction for visitors and local citizens. Mr. Wandel and the marketing department has received great corporate support for special events. There have not been major changes in staff but, the library has added new computer equipment. Mr. Wandel also is confident in knowing the library is becoming more of a family environment.

pg 11

Education - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
September 16, 1991, 4:17pm,
5:17pm, 6:17pm
September 17, 1991, 7:17pm,
8:17pm, 9:17pm
September 20, 1991, 12:17am,
1:17am, 2:17am
September 21, 1991, 10:17am,
11:17am, 12:17pm
September 22, 1991, 3:17pm,
4:17pm, 5:17pm
September 23, 1991, 4:17pm,
5:17pm, 6:17pm
September 24, 1991, 7:17pm,
8:17pm, 9:17pm
Septmeber 27, 1991, 12:17am,
1:17am, 2:17am
September 28, 1991, 10:17am,
11:17aam, 12:17pm

In this three part series,
Dennis Lubeck, Executive
Director was the guest. The
I.E.C.'s mission is the
implement more arts and
humanities courses in the
curriculum of elementary and
high schools around the
St. Louis area.

pg 11a

Education - PSA

Descriptions

:60

The group of announcements sponsored by St. Louis Magnet Schools show various educational opportunities available to children in the public school system. During the period July 1, 1991 - September 1, 1991, this PSA ran at 5:55am, 10:55am, 12:55pm, 1:57pm, 7:48pm, 9:57pm, 10:55pm.

:30

James Edward Olmos reprises his role as calculus teacher in the "Stand and Deliver" for this series of announcements looking to recruitment new teachers. During the period July 1, 1991 - September 1, 1991, this PSA ran daily at 5:57am, 10:56am, 11:48am, 12:55pm, 5:48pm, 10:57pm, 11:57pm.

:60

This series of announcements sponsored by the United Negro College Fund reminds us that a mind is a terrible thing to waste. With contributions to the scholarship fund, dreams for our children won't die. During the period of July 1, 1991 - September 1, 1991, this PSA ran daily at 1:57am, 5:55am, 6:57am, 11:57am, 12:48pm, 2:55pm, 3:57pm.

pg 12

Vegetable Soup
Duration/Dates/Times

Description

Vegetable Soup airs Sunday mornings without commercial interruptions.

July 7, 14, 21, 28, 1991
7:30am - 8:00am
8:00am - 8:30am
August 4, 11, 18, 25, 1991
7:30am - 8:00am
8:00am - 8:30am
September 1, 8, 15, 22, 29
7:30am - 8:00am
8:00am - 8:30am

Vegetable Soup has a three fold objective as it reaches children. It mixes language arts, social studies and career education so that youngsters can understand and function in the world around them. Literature appreciation, value systems, work ethics and cultural differences are introduced to teach a lesson in each episode.

Employment - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
July 8, 1991, 12:17pm,
1:17pm, 2:17pm
July 10, 1991, 11:17am,
12:17pm, 1:17pm
July 13, 1991, 2:17pm,
3:17pm, 4:17pm
July 16, 1991, 11:17am,
12:17pm, 1:17pm
July 22, 1991, 4:17am,
5:17am, 6:17am
July 25, 1991, 5:17am,
6:17am, 7:17am
July 28, 1991, 4:17am,
5:17am, 6:17am
August 8, 1991, 3:17pm,
4:17pm, 5:17pm

In this three part series, Mark Miller, a certified public accountant with Prudential was the featured guest. Mr. Miller talked about managing cultural diversity in corporations in America. Demographic changes in America's population means more people "of color" will comprise the workers of America at the turn of the century. He commented on why people of color must understand corporate culture and act accordingly. Mr. Miller feels it will be a win situation if corporations and individuals work together with good communication to grow and to make the atmosphere of the office more positive.

Part 1 4:30
Part 2 4:30
July 9, 1991, 9:17pm,
10:17pm
July 13, 1991, 10:17am,
11:17am
July 17, 1991, 8:17pm,
9:17pm
July 22, 1991, 12:17am,
1:17am
July 29, 1991, 3:17am,
4:17am
August 2, 1991, 12:17am,
1:17am
August 7, 1991, 12:17am,
1:17am

In this two part series, Ralph Thomas the National President of the National Association of Black Accountant was the guest. The NABA recently held its annual national conference in St. Louis. Ralph discussed the history and traditions of NABA. He provided detail's about its purpose, programs, and commitment to youth, in terms of developing self esteems and career goals.

pg 14

Employment - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
Part 4 4:30
Part 5 4:30
June 29, 1991, 3:17pm,
4:17pm, 5:17pm, 6:17pm,
7:17pm

In this five part series, Bill Swift Secretary/Treasurer of local 655 of the UFCW was the guest. This series focused on contract negotiations between the St. Louis Food Employers Council and UFCW local 655 with regards to 12,000 employees. The discussion covered the issues at hand describing the differences between labor and management. The labor union negotiated for wage increase and improved health benefits. The Food Employees Council remained in an steadfast mode in terms of making changes. The discussion also included union traditions and effects of a strike/lock out situation on consumers.

Part 1 4:30
Part 2 4:30
Part 3 4:30
August 30, 1991, 8:17am,
9:17am, 10:17am
September 1, 1991, 10:17am,
11:17am, 12:17pm
September 2, 1991, 2:17am,
3:17am, 4:17am
September 3, 1991, 6:17pm,
7:17pm, 8:17pm
September 7, 1991, 5:17pm,
6:17pm, 7:17pm
September 8, 1991, 10:17am,
11:17am, 12:17am
September 10, 1991, 3:17am,
4:17am, 5:17am

In this three part series, Al Gardner, Director Gateway 70001 was the guest. This organization helps teenage dropouts and juvenile delinquents. The group provides education training, vocational training and interpersonal skills. The mission is to help youngsters prepare themselves to go back to society to become constructive members of their community. This is a government funded agency, and this example of WAVE, exists throughout the country.

Employment - In Your Interest
Duration/Dates/Times

Descriptions

Part 1 4:30
Part 2 4:30
Part 3 4:30
August 22, 1991, 9:17am,
10:17am, 11:17am
August 24, 1991, 12:17am,
1:17am, 2:17am
August 25, 1991, 10:17am,
11:17am, 12:17pm
August 26, 1991, 6:17pm,
7:17pm, 8:17pm
August 28, 1991, 2:17am,
3:17am, 4:17am
August 29, 1991, 7:17am,
8:17am, 9:17am
August 31, 1991, 7:17am,
8:17am, 9:17am
September 3, 1991, 9:17pm,
10:17pm, 11:17pm
September 6, 1991, 1:17pm,
2:17pm, 3:17pm
September 8, 1991, 12:17am,
1:17am, 2:17am
September 13, 1991, 1:17am
2:17am, 3:17am
September 14, 1991, 6:17pm,
7:17pm, 8:17pm

Part 1 4:30
Part 2 4:30
September 16, 1991, 10:17pm,
11:17pm
September 19, 1991, 8:17am,
9:17am
September 20, 1991, 8:17am,
9:17am
Septemberr 21, 1991, 9:17pm,
10:17pm
September 23, 1991, 10:17pm
11:17pm
September 26, 1991, 8:17am,
9:17am
September 27, 1991, 9:17pm,
10:17pm
September 29, 1991, 9:17pm,
10:17pm

Alfred Fleischer, Board Member of the AFL - CIO Housing Investment Trust, and Dick Mantta of Pride, Inc., were the featured guests. The housing trust assists union construction member secure housing for their families. The Pride organization acts as an intermediary to solve construction union and management disputes.

In a two part series, Lynn Bruner, Regional Director was the featured guest. The guest has a long career with the EEOC. This organization enforces a variety of laws which protect the rights of citizens on the workplace. The issues the commission addresses includes are vages, discrimination, maternity leave, child care and others.